



**THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No. : 09/855,560 Confirmation No.: 1511  
Applicant : Michael BRADLEY et al.  
Filed : May 16, 2001  
Title : METHOD AND SYSTEM FOR DISPLAYING  
ANALYTICS ABOUT A WEBSITE AND ITS  
CONTENTS  
Group Art Unit : 2173  
Examiner : PILLAI, Namitha  
Atty. Docket No. : US 1265/01  
Date : January 25, 2006

**AMENDMENT**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Responsive to the Office Action of July 28, 2005, the period for filing a response to which having been extended by three months, from October 28, 2005 to January 28, 2006, by virtue of concurrent filing of a Petition for Extension of Time and the requisite fee, please amend the above-captioned application as follows:

Appl. No.: 09/855,560  
Amendment dated January 25, 2006  
Reply to Office Action of July 28, 2005

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks** begin on page 8 of this paper.